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30. A combination advertising and warning sign mountable to horizontal shelving in an aisle of a retail store for displaying promotional indicia and warning of spills and other hazardous conditions in the aisle, the sign comprising:

a housing having an indicia surface for mounting and displaying the promotional indicia; a warning sign having a warning indicia and mounted to said housing so that it can be concealed by said housing and alternatively so that at least a portion of said warning arm extends away from said housing into the aisle to reveal said warning indicia so it is visible from a location in the aisle; and

a shelf mounting bracket attached to said housing and mountable to a front edge of the shelving such that said housing extends generally perpendicular to the front edge of the shelving into the aisle so that said promotional indicia surface is visible from a location in the aisle at least when said warning indicia is concealed;

wherein said warning sign is pivotally connected to said housing and wherein said warning sign is substantially vertical when concealed by said housing.

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32. A combination advertising and warning sign mountable to horizontal shelving in an aisle of a retail store for displaying promotional indicia and warning of spills and other hazardous conditions in the aisle, the sign comprising:

a housing having an indicia surface for mounting and displaying the promotional indicia; a warning sign having a warning indicia and mounted to said housing so that it can be concealed by said housing and alternatively so that at least a portion of said warning arm extends away from said housing into the aisle to reveal said warning indicia so it is visible from a location in the aisle; and

a shelf mounting bracket attached to said housing and mountable to a front edge of the shelving such that said housing extends generally perpendicular to the front edge of the shelving into the aisle so that said promotional indicia surface is visible from a location in the aisle at least when said warning indicia is concealed;

wherein the shelf mounting bracket includes a hinge for pivotally connecting the housing to the shelving.

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23. A combination advertising and warning sign mountable to horizontal shelving in an aisle of a retail store for displaying promotional indicia and warning of spills and other hazardous conditions in the aisle, the sign comprising:

a housing having an indicia surface for mounting and displaying the promotional indicia; a warning sign having a warning indicia and mounted to said housing so that it can be concealed by said housing and alternatively so that at least a portion of said warning arm extends away from said housing into the aisle to reveal said warning indicia so it is visible from a location in the aisle; and

a shelf mounting bracket attached to said housing and mountable to a front edge of the shelving such that said housing extends generally perpendicular to the front edge of the shelving into the aisle so that said promotional indicia surface is visible from a location in the aisle at least when said warning indicia is concealed;

further including a signal device capable of providing at least one of an audible signal and a visual signal when the warning sign is visible.